



U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

Same as # 23³⁶²²

**POWER OF ATTORNEY BY ASSIGNEE OF
ENTIRE INTEREST (REVOCATION OF PRIOR
POWERS AND APPOINTMENT OF NEW POWER)**

Docket Number:
12724/2

Application Number
09/216,206

Filing Date
December 18, 1998

Examiner
J. Myhre

Art Unit
3622

Invention Title
**OPTIMIZED INTERNET ADVERTISING USING HISTORY TO
SELECT SITES**

Inventor(s)
KAY et al

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As assignee of the entire interest of the above-identified application by virtue of an executed Assignment, recorded in the U.S. Patent and Trademark Office, all powers of attorney previously given are hereby revoked and the following attorneys and/or agents are hereby appointed to prosecute and transact all business in the Patent and Trademark office connected therewith:

Edward J. Handler, III (Reg. No. 25,507)
Michelle M. Carniaux (Reg. No. 36,098)
Andrew L. Reibman (Reg. No. 47,893)

SEND CORRESPONDENCE, AND DIRECT TELEPHONE CALLS TO:

26646
26646
PATENT TRADEMARK OFFICE

Andrew L. Reibman, Esq.
KENYON & KENYON
One Broadway
New York, New York 10004
(212) 425-7200 (phone)
(212) 425-5288 (facsimile)

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Name: Benzion Wachsman
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